

ABSTRACT

A relationship call center management system and method is used in a call center by a call center manager or supervisor. The relationship management system and method permits call center resources to be grouped into relationship profiles. A relationship key field corresponding to the relationship profiles is then used to organize and display statistics within the call center. A strategy and action management system and method permits the user to build customized actions and to create strategy profiles including one or more user-defined goal thresholds and assigned actions to take place when the goal thresholds are met. A statistics display system presents the call center statistics in different user-defined views, for example, corresponding to one of the relationship profiles. The statistics display system also monitors the statistics and provides an indication to the user when the user-defined goal thresholds have not been met.